From the desk of:-

JAMES W. GEIGER

To:-

Be that as it may be, my opinion is that the story is generally right!

JWG

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January 31 1961

From the desk of:-

JAMES W. GEIGER

Subject: Elmo Roper Presentation of September 21, 1960

I suppose we should say, "My that sounds like a fine new approach!" But we can't. I can't because I have been talking and writing on the subject of market segmentation ever since I came to Philip Morris.

One comment, however, is that this report, as the previous one of January 1959 indicates lack of a clear-cut objective, and, hence, a logical solution. Roper is trying to tell a story, but he isn't quite sure of it!

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